

Internship Report
on
Integrated Marketing
Communication Process of
Holcim Cement (Bangladesh) Limited



Internship Report

Integrated Marketing Communication Process of Holcim Cement (Bangladesh) Limited

Submitted To
MR. FAIRUZ CHOWDHURY
Lecturer
BRAC Business School
fairuz.chowdhury@bracu.ac.bd

Submitted by
MOHAMMED IMTIAZ UDDIN
ID: 12104057
imtiazuddin@gmail.com

Date of Submission: 25th May, 2016



Letter of Transmittal

25th May, 2016

Fairuz Chowdhury

Lecturer

BRAC Business School (BBS)

BRAC University

66 Mohakhali

Dhaka 1212

Re: Submission of Internship Report on “Integrated marketing Communication Process of Holcim Cement (Bangladesh) Limited”.

Dear Sir,

Respectfully, I want to say that I am very glad for having this opportunity to prepare and present the internship report which is on “Integrated marketing Communication Process of Holcim Cement (Bangladesh) Limited” to complete the BUS 400 course as a completion of my Bachelor’s degree. It has been a tremendous experience for me while doing the internship program as well as completing the report with practical contents.

The internal content of this report is based on internal and external marketing communication process of Holcim Cement (Bangladesh) Limited. I want to show my gratitude to you for your encouragement, effective guidelines and support. Lastly, it is a matter of great joy for me to present this report to you.

Sincerely Yours,

Mohammed Imtiaz Uddin

ID- 12104057

Acknowledgement

Firstly, I solemnly thank the Almighty for everything. I would like to express my cordial gratitude to those who helped me every time during the completion process of my internship report on “Holcim Cement (Bangladesh) Limited”.

Most importantly, I am very grateful and like to thank my honorable faculty **Mr. Fairuz Chowdhury**, Lecturer of BRAC Business School, BRAC University, for providing me every necessary instructions and guiding me from start to end.

I would like to thank **Mr. Mohammad Ali Bostame** – Company Secretary, **Mr. Rajib Kumar Saha**- General Manager, **Ms. Tasneem Tayeb Kabir**, Deputy Manager - Corporate Communications & Sustainable Development of Holcim Cement (Bangladesh) Limited, for supervising me and assigning me to play an important role in maintaining internal and external communication of the organization which created a great learning scope for me. I would also thank all my colleagues of Holcim Cement (Bangladesh) Limited for helping me in different situations.

Lastly, I am thankful to my parent and my dearest friend **Mr. Mustafa Rafid Hossain** for his inspiring behavior towards me.

I likewise apologize healthily for any overlooked name whose commitment was additionally correlative for any conceivable angle.

Executive Summary

Holcim Bangladesh is an operating company of Holcim Group - one of the world 's largest construction material manufacturers – supplying cement, aggregates, ready-mix concrete and additional support, including leading-edge technical solutions, in more than 70 countries around the world.

Holcim established its presence in Bangladesh in 2000, through the acquisition of Hyundai Cement Bangladesh. Later Holcim acquired two more grinding plants, United Cement Industries and Saiham Cement Industries, as part of its expansion strategy. Currently, Holcim Bangladesh has 7 operating mills, producing nearly 2.2 million ton cement per year.

I have been given the sole responsibility to ensure the communication process in absence of Ms. Tasneem Tayeb Kabir – Deputy Manager, Corporate Communications & Sustainable Development who was on maternity leave during my internship period; under direct supervision of Mr. Rajib Kumar Saha, General Manager of Holcim Bangladesh. During the project, I was assigned to communicate with relevant stakeholders such as press & media, different departments within the organization etc. In addition, I have given the responsibility to maintain the social media accounts (Facebook & LinkedIn), collecting contents and designing the employee newsletter, coordinating with HR and other departments and submitting the additional tasks assigned by the supervisor.

Contents

Introduction:.....	1
Objective of the Internship Program:.....	1
Methodology:	1
Chapter 1: Overview of Holcim Cement (Bangladesh) Limited	2
The Company	2
Mission-.....	3
Vision-	3
Values-	3
Company Profile-	4
Support Activities.....	7
.....	7
Chapter 2: Business aspects of Holcim Cement (Bangladesh Limited)	8
Product	8
Services & Solutions	9
Business to Business Clients:	12
Advertisement	13
Cement Industry Trend vs. Holcim:.....	14
Chapter 3: Job Description and Responsibilities	17
Job Detail-	17
Job Responsibilities-	17
Chapter 4: Recommendations	23
Chapter 5: Conclusion.....	25
Chapter 6: Reference.....	26
Appendix:.....	27
What is Integrated Marketing Communications?	27
Why Integrated Marketing Communications?	27

TABLE OF IMAGES:

FIGURE 1: HOLCIM OFFICE.....	5
FIGURE 2: PLANT -1: MEGHNAGHAT.....	6
FIGURE 3: PLANT -3: MONGLA.....	6
FIGURE 4: PLANT -2: NARAYANGANJ.....	6
FIGURE 5: DIAGRAM MENTIONING THE SUPPORT ACTIVITIES OF HOLCIM CEMENT (BANGLADESH) LIMITED.....	7
FIGURE 6: HOLCIM CONCRETE INNOVATION & APPLICATION CENTER (CIAC).....	9
FIGURE 7: PRINT MEDIA ADVERTISEMENTS.....	13
FIGURE 8: EARNINGS OF HOLCIM’S MAJOR COMPETITORS FROM THE INDUSTRY.....	16
FIGURE 9: SOCIAL MEDIA EXISTENCE OF HOLCIM CEMENT LIMITED (BANGLADESH).	21

Introduction:

As per as the academic regulation of BRAC University, every students of BBA (Bachelor of Business Administration) must undergo the “Internship Program” under an organization to pursue their BBA degree. This program is a four credit course named as ‘BUS 400’ and duration is three months or twelve active weeks. The main purpose of it is to enable the students to get practical knowledge and gain experience in terms of working in a professional environment as well as dealing with practical works. The organization where I did my internship is Holcim Cement (Bangladesh) Limited, which is a cement manufacturing company of Bangladesh. I got the chance to work in the ‘Corporate Communications & Sustainable Development’ department of the company. My internship was a 4 months project where I have been assigned to perform the responsibilities of Ms. Tasneem Tayeb Kabir - Deputy Manager of Corporate Communications who went on maternity leave after my joining. Specific KPIs (Key performance Indicators) were designed for me to perform day to day activities to ensure smooth communication. In absence of my immediate supervisor, Ms. Tasneem Tayeb Kabir, I was under direct supervision of Mr. Rajib Kumar Saha FCA, General Manager of Holcim Cement (Bangladesh) Limited. During my internship period I have designed and coordinated in publishing two of the Employee Newsletters for Holcim Bangladesh. In addition, I was also responsible for managing and updating the company’s social media accounts (Facebook & LinkedIn) as well as its corporate website. My other responsibilities include contacting media for publishing press releases, attending different events, coordinating with other departments etc. It was a wonderful experience to work as an intern in a multinational company like Holcim Cement (Bangladesh) Limited.

Objective of the Internship Program:

The objectives of the internship program can be classified into two kinds; such as-

- Broad Objective
- Specific Objective

Broad Objective:

The broad objective is the one which one exists in the long term output basis during the whole internship period. As a fact, the broad objective in this case is to get in touch with professional scenario closely and earn practical idea along with using proper knowledge from related major concentration.

Specific Objective:

Except for the broad objective, there are several specific objectives. Moreover, the completion of this report will manage to fulfill these objectives to a greater extent. The following objectives are:

- To complete the BUS 400 course to finish the BBA curriculum.
- To learn in detail about the brand Holcim Cement (Bangladesh) Limited.
- To know the process of live customer interaction.
- To practice convincing skills with the clients of the company.

Methodology:

Different methods which I used while establishing and doing the analysis parts of this report are mentioned below,

Primary Source:

In most of the cases I extracted the information from my work activities during the internship period which is the primary source. In addition, I talked to my colleagues about business operations and other relevant information.

Secondary Source:

In some events, I used secondary source and took data from there; such as- websites, previous reports etc.

Chapter 1: Overview of Holcim Cement (Bangladesh) Limited

The Company

Holcim, a leading global supplier of cement, aggregates (crushed stone, gravel and sand) as well as ready-mix concrete and asphalt including related services. Around 80,000 people directly involved with production sites in around 70 countries. With a market presence on every continent, Holcim is more globally spread than any other building materials group, allowing it to create a strong foothold in each individual market, and providing stable earnings for the Group.

Holcim initiated production of cement in 1912 in the village of Holder bank, Switzerland.

The company's key objective is the creation of value. The key to success lies in striking a balance between local responsibility and global leadership. 2012 is a special year for Holcim as it globally celebrates its 100 year of business operation. Holcim Cement Bangladesh Ltd (HBL), under the umbrella of Holcim Switzerland, started its operation in 2000. Currently the company has three plants in the country with a total capacity of 1.3 million ton/year and a vision that says "To be the most admired company committed to providing foundations for society's future. HBL does not only focus on selling its products, it also focuses on delivering optimum customer services, which include customer oriented innovative construction solutions. This unique approach has made HBL quite popular among the customers. As a result HBL maintained steady growth even in the midst of recession. To match its growing demand, HBL is going to increase its production capacity up to 2 million tons per year by 2013 and it continues.

Holcim believes in doing business in the right way – by being compliant with local laws, global best-practices and group directives. One of its core objectives is the creation of value for all and the company strives to ensure their actions are sustainable at all levels – economic, ecological and social.

Mission-

"To grow by creating value for all stakeholders; ensuring delighted customers, engaged employees, enlightened partners and sustainable development."

Source: <http://www.holcim.com.bd/about-us/mission.html>

Vision-

To be the most admired company committed to providing foundations for society's future.

Source: <http://www.holcim.com.bd/about-us/mission.html>

Values-

Strength

- A solid partner
- Integrity and strength of character of our people
- A strong organization behind them with global leadership and competence

Performance

- Delivering on our promises to each other and to our stakeholders
- Best solutions for our customers
- Demanding excellence
- Open and always searching for new and better ways
- Best results from working together

Passion

- Dedication and commitment - we care about everything we do
- We care about our people, their safety and their development
- We care about our customers and their success
- We care about our world, in particular the communities we live and work in
- We take pride in performing well and we recognize and celebrate success

Source: <http://www.holcim.com.bd/about-us/mission.html>

Company Profile-

The whole company profile is mentioned below,

Company Name	Holcim Cement (Bangladesh) Limited
Nature of Business	Manufacturing
Managing Director	Rajesh K Surana
Address	NinaKabbo, Level – 2 & 7, 227/A, Bir Uttam Mir Shawkat Sarak, Tejgaon Gulshan Link Road, Dhaka 1208, Bangladesh
Phone	+880 2 988 1002-3
Fax	+880 2 988 6394

The Management Group:

Rajesh K Surana	Managing Director
Achintya Pal	Chief Financial Officer
Sudeep Chatterjee	Vice President – Sales & Marketing
Sayed Masudul Hasan	Vice President – Human Resources & Admin
Kwang Chung	Vice President - Operation

Source: <http://www.holcim.com.bd/about-us/management-group.html>



Figure 1: Holcim Corporate Office.



Figure 2: Plant -1: Meghnaghat



Figure 4: Plant -2: Narayanganj



Figure 3: Plant -3: Mongla

Support Activities

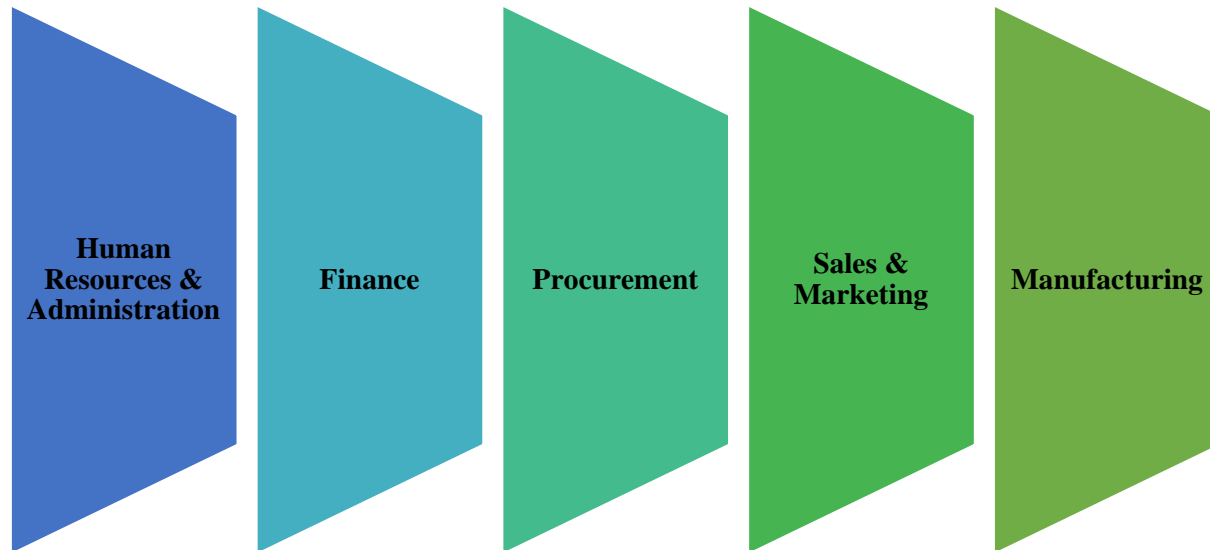


Figure 5: Diagram mentioning the support activities of Holcim Cement (Bangladesh) Limited.

Chapter 2: Business aspects of Holcim Cement (Bangladesh Limited) Product

Holcim Strong Structure



In response to a growing customer demand, Holcim Bangladesh recently launched its flagship product named as “Holcim Strong Structure”. As a result of introducing this new product, previously marketed Holcim Red and Holcim Black is no longer exists.

On February 2016, Holcim Bangladesh inaugurated countrywide distribution of “Holcim Strong Structure” which was previously distributed only in Dhaka.

Holcim Strong Structure is a Portland Composite Cement (BDS EN 197-1:2003, CEM II/B-M (V-S-L) 42.5 N. It consists of the following ingredients: Clinker, Gypsum, Pulverized Fuel Ash (PFA) and Slag. Cement of such specification is usually used for large-scale construction around the world. Composite cement is especially suitable for construction in tropical climate.

Holcim Strong Structure is also very effective as a concrete aggregate as this type of PCC enhances durability of concrete. Concrete made with Holcim Strong Structure is very high in performance and facilitates earthquake/seismic resistant design.

Services & Solutions

Holcim Concrete Innovation & Application Centre (CIAC)

Concrete Innovation & Application Centre, a well-equipped Concrete and Aggregate Testing Laboratory, is another pioneering step of Holcim Bangladesh. This laboratory, recognized by Bangladesh Accreditation Board, offers a wide range of services to our valuable customers, including:

- Pre-project mix design with selected / suitable ingredients for specific application of project
- A team of our professional experts (engineers) provide most economic / optimized mix design by conducting all necessary tests of aggregates and required number of trails
- Provides economic high strength concrete mix design for High Raised Building, Pre stressed structure, Shell structure, Industrial structure
- Provides the scope of research on high performance concrete
- Provides recommendation on crack prevention
- Customized solution for any construction needs
- All material testing services are performed in accordance with national and international standards
- Provides crushing strength test of concrete cube / cylinder up to 100 Mpa



Figure 6: Holcim Concrete Innovation & Application Center (CIAC).

Holcim Mobile Concrete Laboratory

Holcim believes in creating value for its customers. With the aim to provide sophisticated technical solutions and services to its clients, Holcim Cement (Bangladesh) Ltd has introduced the Mobile Concrete Laboratory which provides on-site services to its consumers. Mobile Concrete Laboratory is a moving prototype of a formal laboratory designed to perform major concrete tests right at the construction sites. It saves the customers the hassle of carrying test samples to different laboratories for even the simplest of tests, reaching the construction sites to test concrete and aggregate as per recommendation.

Our mobile lab aims to ensure

- Most major tests of concrete and aggregates are done on-site and solutions are provided on-the-spot.
- Expert support is available to produce quality concrete with guidelines related to proper mix design
- Saving time, cost and effort with the help of Holcim global knowledge base.

Holcim Green Build Bangladesh

Sustainable development is a core priority of Holcim Group and from time to time, we take various initiatives to facilitate and nurture sustainable development. Holcim Foundation for Sustainable Construction, a non-profit wing of Holcim Group, is working relentlessly since its inception in 2003, at a global platform to raise awareness about the role that architecture, engineering, urban planning and construction play in achieving a more sustainable future. And to encourage sustainable development, every three years Holcim Foundation organizes Holcim Awards for Sustainable Construction, where professionals and young enthusiasts from around the world submit their projects focusing on sustainable construction. Similarly, at the local level, Holcim Bangladesh organizes the Holcim Green Built Bangladesh – an award program that encourages the local engineers, architects, urban planners and students to submit their projects related to sustainable and green construction. Project “Symbolic Living” by Suvro Sovon Chowdhury and his team won the first prize in the Idea category and project “Weekend House” by Sheikh Ahsan Ullah Mozumder won the first prize in the Built category at the first cycle of

Holcim Green Built Bangladesh which was arranged in 2009. Renowned Professor Jamilur Reza Chowdhury was the Chairman of the Advisory Board.

Holcim Green Heart Society

The Holcim Green Heart Society has been launched with the intention to facilitate the country's development by creating a common platform for the individuals involved in the construction industry. The main aim of this society is to create a global professional network, providing expert suggestions, advance knowledge and innovative solutions to its members. This website offers its members the invaluable opportunity to seek suggestions and solutions from some of the most renowned scholars of the country involved in various fields of the development sector. All these and more can be accessed by becoming a part of this society – at the click of your mouse.

Business to Business Clients:

As Holcim is a leading Cement brand, most of the regular consumers of their products are saturated around the big industries such as- Real Estate and Construction industry, Manufacturing industry, Governments Projects regarding Infrastructure Development etc. In these cases, the purchases are mostly evident in bulk amount. Holcim is considered as a sound source of raw material for them.

Major Real Estate Clients-

The major clients of Holcim in the field of Real Estate and Construction industry of Bangladesh are-

- **Bashundhara Group**
- *Advanced Development Technologies*
- *Alliance Properties*
- *Amin Mohammad Group*
- *Anwar Landmark*
- *Artisan Group*
- *Avenue Builders*
- *Bangladesh Development Group*
- *Bashati Consortium Limited*
- *ABC Real Estates Limited*

Recent Government Projects-

Some of the recent Government Projects where Holcim left a contribution mark are-

- *Moghbazar - Mouchak Flyover*
- *Bhairab Bridge*
- *Jamuna Bridge*

Advertisement

Holcim Bangladesh advertises in both print media and digital media. Numbers of press ads have been published in the country's popular newspapers such as Prothom Alo, The Daily Star etc. A half page press ad has been published on the occasion of The Daily Star's Silver Jubilee; a special supplement was published by The Daily Star. Most recently, Holcim Bangladesh sponsored the 'Sport' section of The Daily Star as part of its advertisement. The campaign started with the Asia Cup 2016 and ended with the T20 World Cup 2016. In Addition, a radio commercial (RDC) campaign has also been launched from April 2016 to promote the newly launched "Holcim Strong Structure".

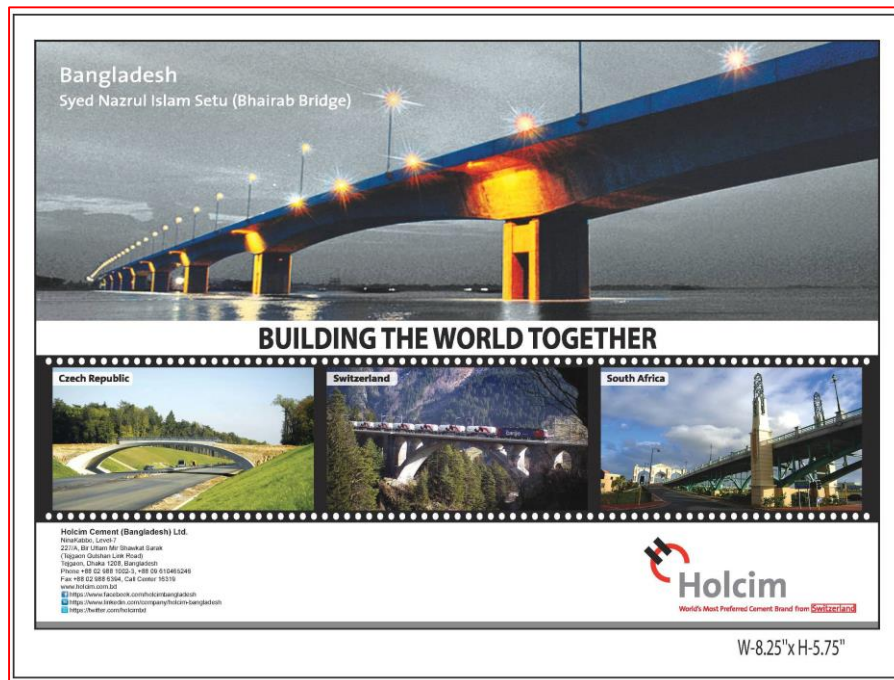


Figure 7: Print Media Advertisements.

Cement Industry Trend vs. Holcim:

In January 2012, Bangladesh's Fare Advancement Department discharged information affirming that Cement Exports had seen a 21% expansion in the initial seven months of the current monetary year (July 2011 – January 2012). Abdul Khaleq Parvez, VP of the Bangladesh Concrete Makers Affiliation, remarking on the fare circumstance said: "The export business sector is becoming gradually as the costs of neighborhood cement expanded forcefully taking after downgrading of the nearby cash. Cement prices have expanded by at any rate US\$17/t". The costs rose in view of the sudden ascent underway costs, this being a result of force deficiencies and an ascent in labor compensation.

Cement is the most recent expansion in the rundown of fare things in Bangladesh. Our nation began sending out bond from January 2003. Prior, aside from some generation of state-possessed Chatak Cement Manufacturing plant, the nation was subject to its import. In this connection, neighborhood financial specialists took the activity for setting up concrete processing plants and begin delivering cement in 1992. The creation in eight private processing plants stood 34 lakh tons in 1997, As such, around 100 Manufacturing plants got government's endorsement of which 56 industrial facilities are on generation with a generation limit of 1.30 crore metric tons against a residential interest of 60 lakh tons in a year.

Research demonstrates that there is a 12 percent expansion in residential demand of cement each year. In any case, the financial specialists can't depend on just the household interest of the bond. They need to search for business sectors abroad. It is comprehended that there is no real way to get the business sector abroad without creating universal standard quality cement.

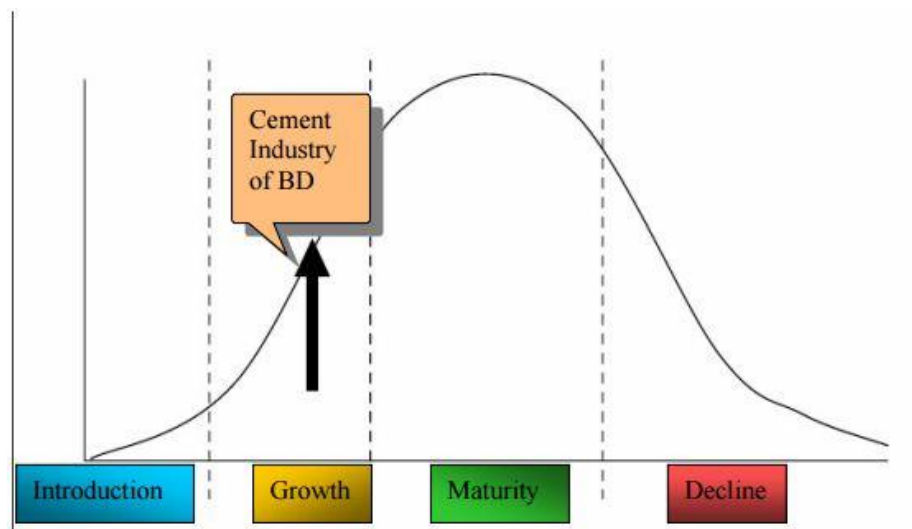
Shankar Kumar Roy, General Director, Business Advancement, Holcim Bangladesh, told WORLD CEMENT that in 2011 there were 45 dynamic cement organizations in the nation. "Cement demand was 14 million t, while limit achieved 24 million t and fares totaled 250 000 t". It is said that cement production has blasted in Bangladesh since the late 1980s, with numerous cement plants springing up the nation over.

HBL is 74.2% possessed by Holderfin BV of Netherlands, a completely claimed subsidiary of Holcim Limited (Holcim) of Switzerland. The staying 25.8% is claimed by three organizations:

- (i) Siam Cement Public Company Limited (10.4%),
- (ii) Thailand's largest industrial conglomerate, (ii) Siam City Cement Public Company Limited (10.4%), which is managed by Holcim,
- (iii) Transcom Limited, a diversified local Bangladeshi company (5.0%)

Expected Development Impact of Holcim Bangladesh:

- Increased Availability of Cement Supply: The project will expand the accessibility of top-quality cement supply at focused costs to buyers, in this manner supporting Bangladesh's housing and infrastructure segment.
- Job Creation: The venture will make direct openings for work to assessed 33 representatives in Bangladesh who will get preparing (some of them in abroad plants) from Holcim. Besides, aberrant vocation will be made for around 200 extra individuals occupied with contract exercises, for example, upkeep, security and the transportation of cement to distribution points.
- Technology Transfer: HBL is conveying to endure cutting edge innovation, operational expertise and world-class administration abilities, which will lift nature of nearby cement players through sound rivalry.
- Local Supply Linkages: The Venture will make business open doors for little and medium undertakings occupied with transportation, dispersion, support and general services.



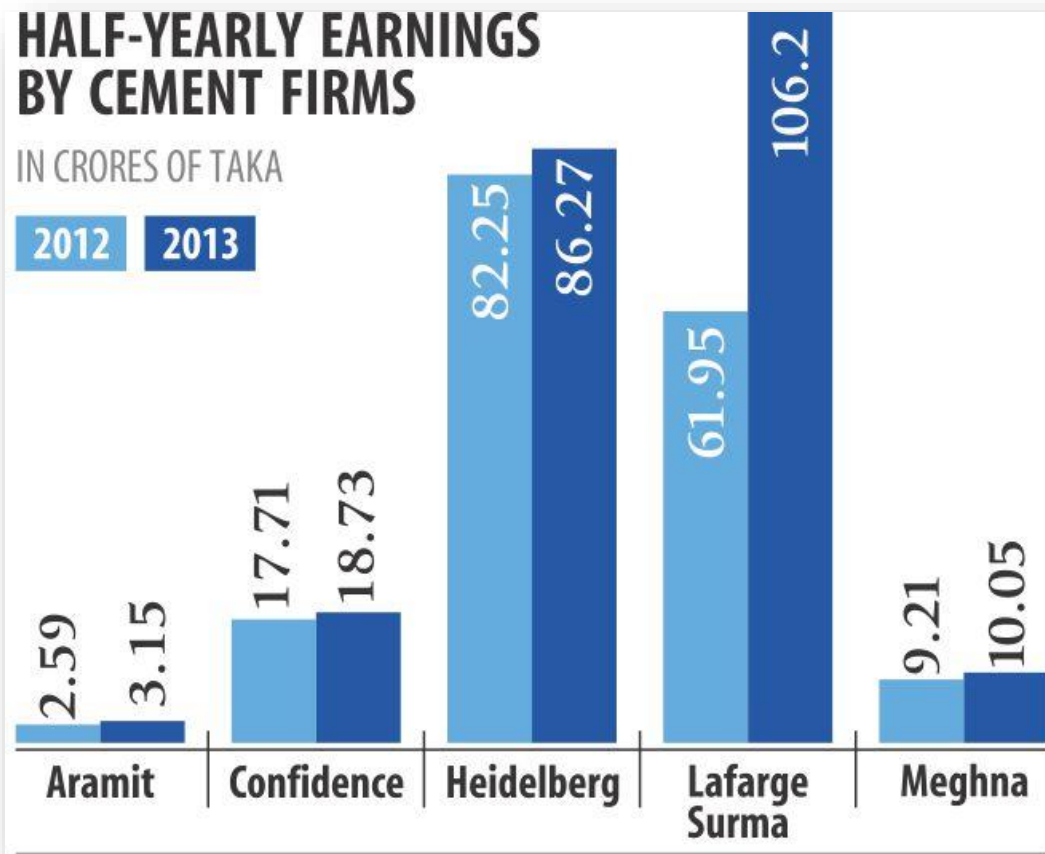


Figure 8: Earnings of Holcim's major competitors from the industry.

Chapter 3: Job Description and Responsibilities

Job Detail-

I joined Holcim Cement (Bangladesh) Limited as an intern of 'Corporate Communications & Sustainable Development' department under General Management function on 26th December of 2015. I have been given the sole responsibility to ensure the communication process in absence of Ms. Tasneem Tayeb Kabir – Deputy Manager, Corporate Communications & Sustainable Development who was on maternity leave during my internship period; under direct supervision of Mr. Rajib Kumar Saha, General Manager of Holcim Bangladesh. During the project, I was assigned to communicate with relevant stakeholders such as press & media, different departments within the organization etc. In addition, I have given the responsibility to maintain the social media accounts (Facebook & LinkedIn), collecting contents and designing the employee newsletter, coordinating with HR and other departments and submitting the additional tasks assigned by the supervisor. I got opportunity work with very talented minds at the office which will leave a greater impact on my upcoming professional life.

Job Responsibilities-

I fulfilled different job responsibilities in the internship period. Furthermore, the major duties I performed last three months are mentioned below,

- Maintain proper communication with internal and external stakeholders
- Generate and collect contents from all departments and design Employee Newsletter
- Coordinate with Sales & Marketing/Legal/HR/Procurement department
- Write Press Release/Interview to be published in print media
- Communicate with relevant media to publish press releases and follow up
- Write content to be updated on corporate website in coordination with IT personnel
- Update Company's Social Media (Facebook, LinkedIn) upon approval
- Prepare and ensure documentation of approved file notes, expense tracker and other documents

Here I am providing a brief of my major job responsibilities,

Maintain proper communication with internal and external stakeholders

The first role of being a communication responsible is to maintain effective communication within and outside the organization which includes both internal and external stakeholders of the company. At the very first stage, communicated within the organization such as employees, different functions of the company etc. After that, my communication area expanded to external stakeholders such as print media, digital media, agencies etc.

Generate content, pictures from all departments and design Employee Newsletter

Employee Newsletter, the book that reflects the activities happens within the organization. This is an internal publication of the company. A newsletter is published on every quarter of the year. As I have been placed as a corporate communications intern, it was my responsibility to coordinate with all departments to collect contents that will be published in the newsletter. So, I collected all the articles, pictures from all the departments and then design the template of the newsletter and placed the contents in the designed template. Upon receiving approval from my supervisor, I sent the newsletter to the vendor for printing. During my internship period, I have coordinated in publishing two newsletters of Holcim Bangladesh.



Strength. Performance. Passion.



Coordinate with Sales & Marketing/Legal/HR/Procurement department

Holcim Cement (Bangladesh) Limited is a sales based company, not to mention. The major information for communication comes from the Sales & Marketing department. In the year 2016, Holcim Bangladesh recorded its highest sales in its own history. As a result, there was a lot of information to be shared. Corporate Communication is responsible for sharing this kind of information within the organization. Procurement department plays a vital role in the organization. From sourcing the vendor to finalize and assign them to finish a job is one of the key responsibilities of the department. Corporate Communication works closely with procurement for supply of materials as well as assigning vendor which is required for publications and events. In addition, as required for completion of other tasks assigned by the supervisor, I have coordinated with other departments of Holcim Cement (Bangladesh) Limited as well.

Write Press Release/Interview

During the project I wrote and coordinated in publishing two press releases of Holcim Bangladesh which includes Countrywide launching of the flagship product Holcim Strong Structure and a Check handover program in Khulna region. The launching of Holcim Strong Structure published in popular national newspapers such as Prothom Alo, The Financial Express

etc. as well as local newspapers in north and south Bengal. The other press release has been published in local newspapers in Khulna.

Generate content to be updated on corporate website

The contents for updating the website include employee engagement events, customer excellence events, achievements, visits etc. The website has to be updated on regular basis. So, my responsibility was to gather all the contents, get approval from the supervisor and coordinate with IT department and update the company website.



Update Company's Social Media (Facebook, LinkedIn)

The company has two active social media accounts (Facebook & LinkedIn) with around 1100 followers/likes on Facebook and 1600+ followers on LinkedIn. These accounts are updated with number of events and activities of Holcim Bangladesh. One of my responsibilities was to manage the accounts by updating contents/posts, communicating with the followers if required etc.



Figure 9: Social Media existence of Holcim Cement Limited (Bangladesh).

Project

In the later part of my internship program, I have been involved in the Health & Safety project. The purpose of the project is to set a positive mind set among the employees. I have worked closely with the Health & Safety personnel as well as with the communication team to ensure proper communication and delivery of materials within the organization. The activities were included planning strategies for the event, activities for different functions, vendor management for delivery of materials needed for the campaign etc. A brief of the campaign has been stated below.

Global H&S Days 2016

Occupational Health & Safety (H&S) is one of the key priorities of Holcim Bangladesh. It has its own Health & Safety policy and 5 Health & Safety rules in place to ensure a safe working environment and healthy practices in and out of the organization.

In accordance with that, Global H&S Days 2016 has been launched by the group. The campaign is concentrated on two weeks, from May 22-June 5. The objective of the campaign is to create awareness and set a positive mind set among the employees regarding Health & Safety. Number of activities are were planned both at plant level as well as corporate level to make the campaign a success.

Chapter 4: Recommendations

There are number of areas that needs improvement at Holcim Cement (Bangladesh) Limited.

Website:

The local website (www.holcim.com.bd) needs to be updated on regular basis. The website can be redesigned as a lively one. In addition, there is no social media plug in on its website which can create brand awareness and attract new customers as well. The media releases can be updated with even smaller events to keep the website lively.

Social Media:

The two social media accounts are updated with the company news of events and activities. However, there is a lot to improve. The content can be different; the page can be promoted to attract new followers. There is almost zero engagement of customers which can be increased by taking some initiatives such as Social Media Campaign.

Branding Campaign:

A whole new branding campaign can be launched to create brand awareness among potential customers in the market as well as people. The campaign should include rebranding through new banners and posters. The existing billboards and banners are almost out of sight.

Stakeholders Value:

To add an extra value for the stakeholders, Holcim can give several cost reduction offers as well as providing promotional offers for the regular clients on bulk purchases. Moreover, they can also provide attractive offers for the intermediaries so that the flow of sales can be maintained more smoothly yet effectively.

Social Responsiveness:

Holcim is one of the largest entities of Cement industry which puts them such a position from where they are bound to think about societal aspects along with environmental situations. Arranging frequent CSR activities, not exploiting natural resources, ensuring safe production process for sustainable future are some crucial ways to accomplish these tasks and show more responsibility towards the environment, society.

Employee Training:

Being a multinational organization, Holcim should provide useful training measures for their employees so that they can sum more value with the all over operational procedure. Trainings can be arranged in both domestic and international platform which will motivate the employees more to push their limits for the company. After the successful compilation of employee training, Holcim can also give fringe benefits for those newly trained individuals as a reward for their effort.

Chapter 5: Conclusion

Ensuring effective communication plays a vital role in operation of a business. Effective communication makes sure that, stakeholders of a company are aware of the activities within and outside the organization. Working in Holcim Cement (Bangladesh) Ltd, taught me that, you do not only communicate, you have to communicate effectively. The responsibilities I have been assigned with are the key areas of the integrated marketing communication process of Holcim Bangladesh. There is a lot to learn and improve in this field and I have received the privilege to learn in multi-cultural environment of a leading multinational company.

Chapter 6: Reference

1. Kotler, P., & Keller, K. L. (2009). Marketing management. Upper Saddle River, N.J: Pearson Prentice Hall.
2. http://imc.wvu.edu/about/what_is_imc
3. <http://www.holcim.com/>
4. Placet, M. & Fowler, K. (2002). “Toward a sustainable cement industry”, World Business Council for Sustainable Development.
5. <https://www.entrepreneur.com/topic/social-media-marketing>

Appendix:

What is Integrated Marketing Communications?

The American Marketing Association defines Integrated Marketing Communications (IMC) as “a planning process designed to assure that all brand contacts received by a customer or prospect for a product, service, or organization are relevant to that person and consistent over time.”

The IMC arranging process has been contrasted with forming a musical score. In a bit of music, while each instrument has a particular assignment, the objective is to have them met up in a way that produces delightful music. It's the same in IMC, where publicizing may be your violin, online networking your piano, advertising your trumpet etc.

Why Integrated Marketing Communications?

Five major shifts in the worlds of advertising, marketing and media have caused an increased interest in (and need for)IMC. These include:

A shift From...	To...
Traditional Advertising	Digital/Interactive Media
Mass Media	Specialized Media
Low Agency Accountability	High Agency Accountability
Traditional Compensation	Performance-Based Compensation
Limited Internet Access	Widespread Internet Availability

These movements are constraining associations to take a gander at the entire promoting picture, re-adjusting their interchanges and seeing things the way the buyer sees them – as a steady stream of data from unclear sources. The individuals who hone IMC are keeping away from copy messages, gaining by the collaboration among special instruments, making more powerful advertising programs and boosting return on initial capital investment.

Laws of Social Media Marketing:

It's crucial to comprehend online networking promoting essentials. From boosting quality to expanding the online passage focuses, submitting to these 10 laws will construct an establishment that will serve the clients, the brand and maybe above all that really matters.

- 1. The Law of Listening-Accomplishment with online networking and substance advertising requires all the more listening and less talking. Perused the intended interest group's online substance and join examinations to realize what's essential to them. At exactly that point can the make substance and sparkle discussions that add esteem as opposed to disorder to their lives.**
- 2. The Law of Focus-It's ideal to practice than to be a handyman. An exceptionally engaged online networking and substance showcasing technique proposed to fabricate a solid brand has a superior chance for accomplishment than an expansive procedure that endeavors to be all things to all individuals.**
- 3. The Law of Quality-Quality trumps amount. It's ideal to have 1,000 online associations who read, impart and discuss your substance to their own crowds than 10,000 associations who vanish in the wake of interfacing with you the first run through.**
- 4. The Law of Patience-Online networking and substance showcasing achievement doesn't occur incidentally. While it's conceivable to find lightning in a jug, it's significantly more probable that it should focus on the whole deal to accomplish results.**

5. **The Law of Compounding-**On the off chance that somebody distributes astonishing, quality substance and work to manufacture the online group of onlookers of value adherents, they'll offer it with their own particular gatherings of people on Twitter, Facebook, LinkedIn, their own particular web journals and that's just the beginning.

This sharing and examining of the substance opens new section focuses for web search tools like Google to discover it in catchphrase seeks. Those passage focuses could develop to hundreds or a large number of more potential courses for individuals to discover business on the web.

6. **The Law of Influencers-**Invest energy finding the online influencers in the business sector who have quality gatherings of people and are liable to be keen on particular items, administrations and business. Associate with those individuals and work to manufacture associations with them.

On the off chance that you get on their radar as a definitive, fascinating wellspring of valuable data, they may impart your substance to their own devotees, which could put you and your business before a tremendous new group of onlookers.

7. **The Law of Value-**In the event that you invest all your energy in the social Web specifically advancing your items and administrations, individuals will quit tuning in. You should increase the value of the discussion. Concentrate less on transformations and more on making astounding substance and creating associations with online influencers. In time, those individuals will turn into an intense impetus for informal promoting for your business.

8. **The Law of Acknowledgement-**You wouldn't overlook somebody who contacts you in individual so don't disregard them on the web. Building connections is a standout amongst the most imperative parts of online networking advertising achievement, so dependably recognize each individual who contacts you.

- 9. The Law of Accessibility-Try not to distribute your substance and after that vanish. Be accessible to your gathering of people. That implies you have to reliably distribute content and take an interest in discussions. Supporters online can be flighty and they won't waver to swap you on the off chance that you vanish for a considerable length of time or months.**
- 10. The Law of Reciprocity-You can't anticipate that others will share your substance and discuss you in the event that you don't do likewise for them. Along these lines, a part of the time you spend on online networking ought to be centered around sharing and discussing content distributed by others.**